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★ JAN 19 1944 ★
U. S. Department of Agriculture

PO. S + A E



PLANTING SUGGESTIONS



SOLUTION

What will your hobby be for the coming year? What will you do for recreation? Where will you go to refresh your body and soul?

Try your garden, put more into it such as small fruits and vegetables. Aim for a better lawn and by all means plant more roses, flowers, shrubs and shade trees.

By working in your garden you can do the following things: reduce weight, regain health, forget troubles, study plants, nature and birds and above all create a love within yourself for God and your fellow man.

For almost 30 years it has been our privilege to carry out plantings, small and large, throughout the middle west, including work for Park Boards, Roadside Improvements, and Housing Projects for the Federal Government.

Years of painstaking work and experience enables us to render advice and service on nearly any horticultural problem.

In our three nurseries you will find thousands of finest plants to be found anywhere. They are frequently transplanted and pruned to produce shapely specimens with vigorous root system.

Our thoroughly trained landscape organization can furnish you plans and suggestions and estimates on any of your landscape problems, large or small.

WE ARE READY TO SERVE YOU

The W. A. Natorp Co.

Phone: Jefferson 1375-1376

Main Office and Sales Ground

4400 Reading Road

CINCINNATI

Nurseries and Sales Ground

Montgomery Road, Kenwood

CLOSED ON SUNDAYS

Sales Ground Open Wednesday Evening During the Planting Season



Our Fleet of Service Trucks

EVERGREENS

Effective 365 days of the year, the useful and attractive foundation plantings in groups and specimens in the open lawn. Our collection is one of the largest and most complete in the Middle West. Our plants can be planted almost every day of the year.

We offer a few of the better known varieties frequently used. For complete assortment ask for our special catalog.

DOUGLAS FIR and NORWAY SPRUCE

(Frequently used for Christmas trees). Should be planted on open lawn.

3 to 4 feet.....	\$2.50 to \$3.50
4 to 5 feet.....	\$5.00 to \$6.00

BLUE SPRUCE

3 feet	\$7.50 to \$10.00
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PINES

Including **Scotch, Austrian, White, Red and Hemlock**, fine feathery foliage. Fast growing for open lawn.

3 feet	\$3.00 to \$4.00
5 to 7 feet.....	\$7.50 to \$10.00

JUNIPERS

Suitable for foundation or lawn planting.

SPREADING VARIETIES

Pfitzeriana and Purple Spreading.

1 1/2 to 2 feet.....	\$3.00
2 to 3 feet.....	\$4.00 to \$5.00

Sargent's Green (Rare). Low growing. 15 to 18 inch..... \$3.00

UPRIGHT JUNIPERS

These cone shape plants are suitable for foundation planting, stand heavy shearing.

Cannarti. Dark green foliage.

Keteleeri. Light green foliage.

Glauc. Silver green foliage.

3 to 4 feet, \$4.00, \$5.00, \$6.00 ea.

YEWS (Taxus)

One of the best evergreens for foundation plantings, very hardy, may be readily sheared, dark green foliage.

Repandens. Creeping variety.

1 to 1 1/2 feet.....	\$3.50
2 feet	\$5.00

Cuspidata. In spreading varieties.

1 1/2 to 2 feet.....	\$3.50
2 to 3 feet.....	\$5.00 to \$6.00

Hicksi. Columnar type.

2 to 3 feet.....	\$3.50
3 to 4 feet.....	\$5.00 to \$7.50

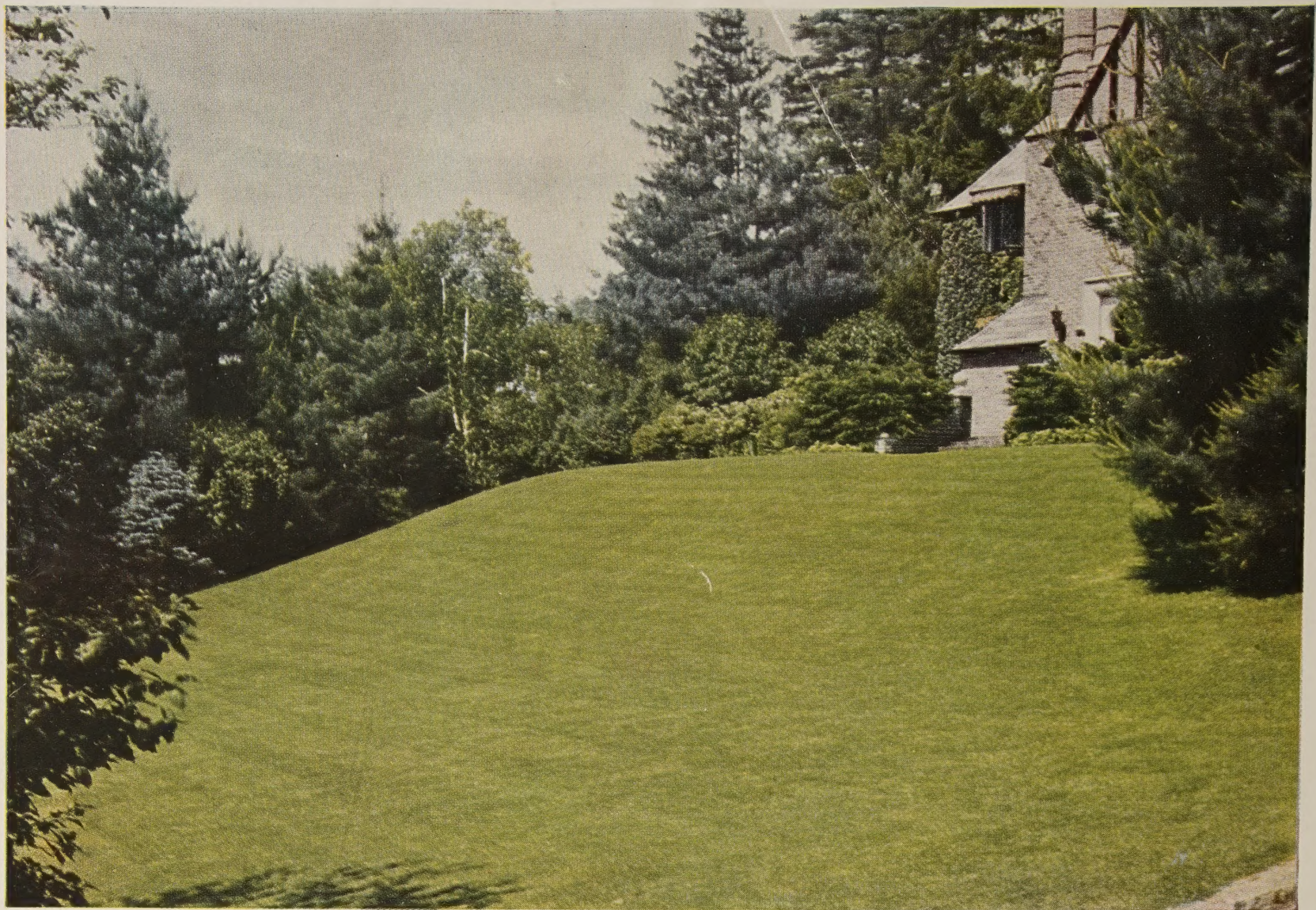
Capitata. Cone shape type.

2 1/2 to 3 feet.....	\$5.00
3 to 3 1/2 feet.....	\$7.50 to \$10.00

SPECIAL

New Creeping Pfitzer Juniper. Feathery dark green foliage.

1 1/2 to 2 feet	\$3.50
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Home Evergreen Planting

EVERGREEN SHRUBS

These plants retain their foliage throughout the year. Most plants thrive best where they are protected from the wind and sun.

ABELIA. Pinkish white flowers all Summer.

2 to 3 feet.....	\$3.50
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AZALEA. Brilliant scarlet small plants.....\$2.75

EVERGREEN BARBERRY.....\$3.00 to \$5.00

BOXWOOD. 2 to 3 feet.....\$5.00 to \$7.50

EUONYMUS. Bush and climbing types..\$1.50 to \$3.00

AMERICAN HOLLY (red berries in Winter).

3 feet	\$4.50
4 to 5 feet.....	\$7.50 to \$10.00

MAHONIA (Oregon Holly Grape). Attractive shiny foliage.....\$2.50 to \$4.00



American Holly



Mahonia



Azalea



TREES

Our assortment includes every variety that grows well in this section, including 9 varieties of **Oaks**, 3 varieties of **Linden**, 3 varieties of **Elm**, **Birches**, **Soft and Hard Maples**, **Pink and Red Flowering Horsechestnut**, **American and Copper Beeches**, **Maidenhair Tree**, **Tulip Tree**, **Sweet Gum**, **Sycamores**, **Kentucky Coffee Tree** and **Willows**. We carry these trees in all sizes and prices.

Large trees 8 to 10 years old from 10 to 12 feet high range from \$5.00 to \$7.50.

Special

WEeping WILLOW

Young plants, 7 feet high.....\$1.50

SOURWOOD. One of the most effective dwarf growing tree. Lily-of-the-valley-like flowers, Midsummer, beautiful Fall coloring.

5 to 6 feet B&B\$5.00

WASHINGTON THORN. White flowers in Summer, small bright red berries in Fall and Winter, brilliant Autumn foliage.

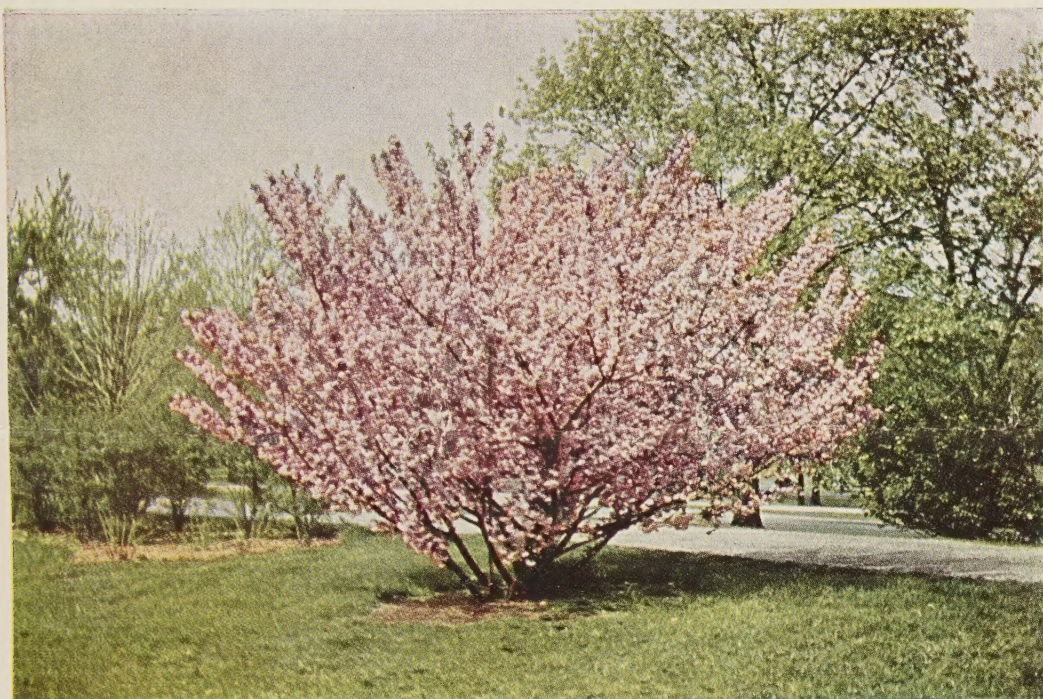
5 to 6 feet B&B.....\$4.50

(B&B plants dug with ball and burlapped, plants will bloom the first year after planting).

LARGE SHADE TREES

Our modern tree moving equipment permits us to move trees up to 50 and 60 feet in height. The cost is small if you consider the immediate shade you derive from these plants.

Price ranges from \$50.00 to \$150.00.



Flowering Crab

FLOWERING TREES

The small and medium size growing trees planted especially for the flowering effect.

REDBUD. Rosy pink flowers in April.

5 to 7 feet, B&B.....\$3.00 to \$5.00

WHITE FRINGE. Fragrant tassel-like flowers in May and June.

5 to 7 feet, B&B.....\$4.00 to \$6.00

DOGWOODS. White in April.

4 to 7 feet, B&B.....\$3.00 to \$6.00

REDFLOWERING DOGWOOD.

4 to 7 feet, B&B.....\$5.00 to \$10.00

MAGNOLIAS. White, pink and red April flowering.

3 to 6 feet, B&B.....\$5.00 to \$10.00

ORIENTAL FLOWERING CRAB. Twelve varieties from white, pink and light red, one of the most showy of the flowering trees.

5 to 6 feet, B&B.....\$3.50 to \$5.00

6 to 8 feet, B&B.....\$6.00 to \$7.50

ORIENTAL FLOWERING CHERRY. Double pink flowers in May.

4 to 5 feet, B&B.....\$3.50 to \$5.00

TREE LILAC. Creamy white flowers in Summer.

5 to 7 feet, B&B.....\$3.50 to \$5.00

Special This Spring Only

FLOWERING CRAB. Bare rooted; should bloom the following year after planting.

4 to 5 feet.....\$1.25

5 to 6 feet.....\$1.75

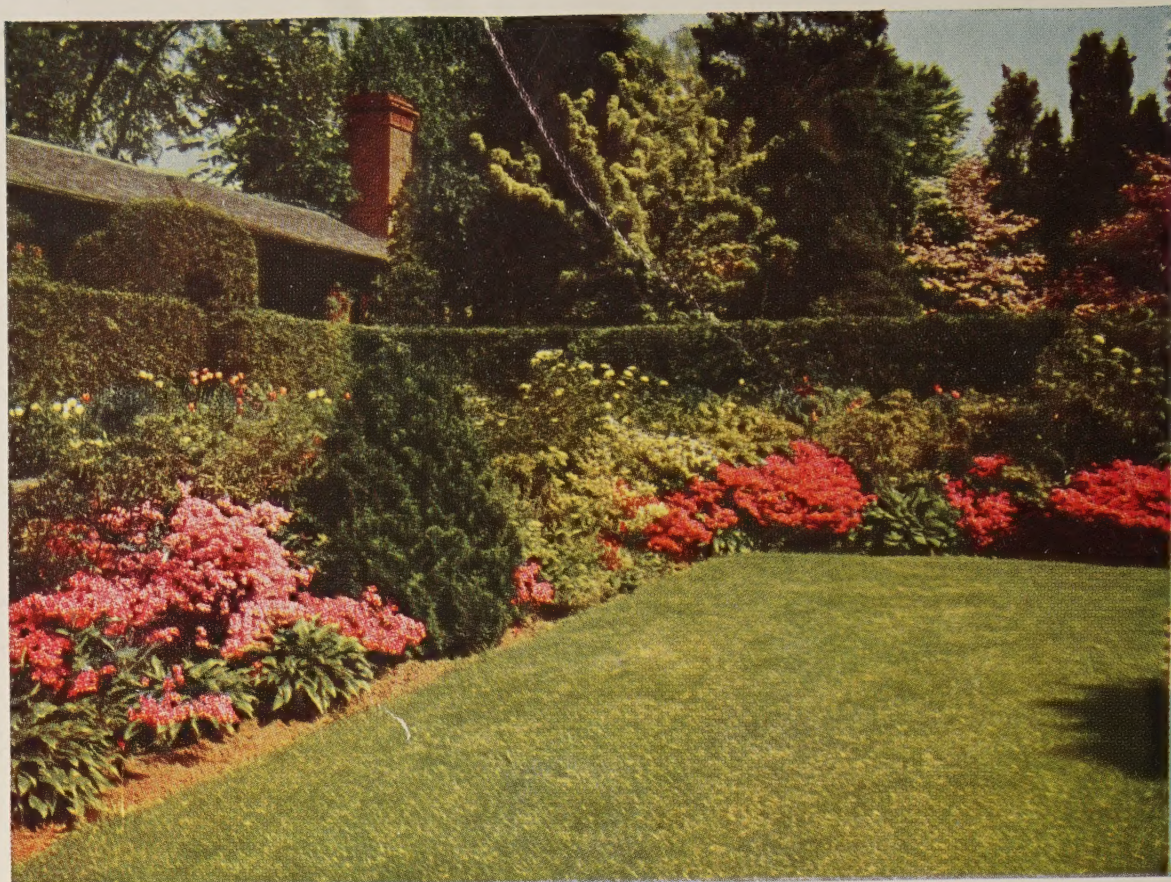


Pink Dogwood in foreground; Flowering Cherry, Forsythia and Lilac in background

FLOWERING SHRUBS

Judicious planting of flowering shrubs adds greatly to the pleasure and interest of the home. By planting various varieties, some effect may be had throughout the year by the flowers, berries or foliage. Our assortment includes over 100 varieties. Below we offer a few of the most popular varieties all in strong four and five year old plants.

- ARONIA (Red Chokeberry).** Brilliant foliage and red berries in Fall75c.
- BUDDLEIA (Summer Lilac).** Purple flowers, will bloom all Summer75c.
- EXCHORDA (Pear Bush).** White flowers in May.....75c.
- FORSYTHIA.** Improved large flowering varieties; bloom early Spring; heavy plants75c.
- HIBISCUS.** Single red, white and blue; double pink all Summer75c.
- HYDRANGEA** arborescens. Spring flowering variety; and **Paniculata.** Summer flowering variety.....75c.
- KOLKWITZIA (Beauty Bush).** Pink flowers in Spring.....\$1.00
- LONICERA (Honeysuckle Bushes).**
- Fragrantissima.** Fragrant white flowers, evergreen foliage....75c.
- Tatarica.** Red and pink flowers followed by red berries; large growing75c.
- PHILADELPHUS (Sweet Mockorange).** Large growing white flowers in early Summer.....75c.



Rosa Hugonis

- ROSA HUGONIS (Golden Rose of China).** Single yellow flowers in Spring; potted plants.....\$1.00

SPIRAEA

- Anthony Waterer.** Dwarf red all Summer.....75c.
- Prunifolia (Bridal Wreath).** Small double white flowers in May, good Autumn color.....75c.
- Thunbergi.** Dwarf feathery foliage, white flowers in Spring75c.
- Vanhouttei.** Most popular of all Spiraea, white in early Summer; heavy plants75c.

LILACS

- Persian Lilac.** Arching branches, small leaf purple flowers; blooms one week earlier than regular Lilac.....\$1.00
- Vulgaris (Old Fashioned Lilac).** Purple and white, fragrant flowers in Spring\$1.00
- French Lilac.** Ten varieties ranging from white to purplish red; single and double, 5 feet. B & B.....\$3.00

VIBURNUM

- Snowball.** Including 12 Varieties. Most varieties bloom white during the Summer months followed by brilliant berries\$1.50



French Lilacs



Heinrich Gaede



Mrs. Sam McGredy



Pink Dawn

HYBRID TEA ROSES

Bloom All Summer Beginning First Year

Will bloom the first year from late Spring until Fall. The varieties listed below include the best varieties for this section. They should

be planted in a sunny location. Prepare ground to a depth of 18 inches, adding plenty of well rotted cow manure, provide drainage.

PINK		RED	WHITE	YELLOW	TINTED AND VARIEGATED	
Betty Uprichard	Mrs. Charles Bell	E. G. Hill	Caledonia	Golden Dawn	Autumn	Mme. Jos. Perraud
Dainty Bess	Pink Dawn	Etoile de Hollande	Frau Karl Druschki	Joanna Hill	Condesa de Sastago	Mrs. P. S. du Pont
Editor McFarland	Radiance Pink	Heinrich Gaede	K. A. Victoria	Max Krause	Edith Nellie Perkins	Mrs. Sam McGredy
Mrs. Henry Bowles		Red Radiance	McGredy's Ivory	Mrs. E. P. Thom	Lady Margaret Stewart	President Hoover
			Mme. Jules Bouche	Ville de Paris	Margaret McGredy	Talisman

All Hybrid Tea Roses, 65c. each, \$7.00 per dozen

PLEASE ORDER EARLY



Climbing Rose

CLIMBING ROSES

Hardy reliable varieties for this section will bloom the second year.

Paul's Scarlet	Scarlet Red
Climbing American Beauty	Red
American Pillar. Single	Deep Pink
Dr. Van Fleet	Salmon Pink
Gardenia	Yellow
Silver Moon	White

Potted\$1.00 each

New DawnEverblooming salmon-pink
\$1.50 each

POLYANTHA ROSES

Bloom all Summer the first year.

Lafayette	Red
Gloria Mundi	Salmon
Cecile Brunner	Pink

Potted\$0.90 each

Betty Prior	Pink
Donald Prior	Red
Smiles	Salmon

Potted\$1.25 each



Polyantha Rose



Hardy Primroses (Perennial)

FRUIT TREES

We carry a complete assortment of fruit trees, including Pear, Apple, Peach and Cherry, also plants for the home garden such as berries, asparagus and strawberries.

VINES and GROUND COVERS

Complete assortment of Vines for ground cover. A few of the more popular are:

Boston Ivy. In pots.....	50c.
English Ivy. In pots.....	25c.
Periwinkle	12c.
Euonymus, Winter Creeper. Good for shade, in three varieties	30c.
Pachysandra. Good for shade.....	25c.

PERENNIALS

The hardy Perennial border appeals very strongly to all garden and flower lovers. If sufficient varieties are planted they bloom from early Spring until late Fall. We carry a complete assortment of all hardy Perennials such as Asters, Columbine, Iris, Delphinium and Rock plants. Also hardy ferns.

The prices on most Perennials with a few exceptions are 25c. each, \$2.50 per doz.



Columbine (Perennial)

AQUATIC PLANTS

Water Lilies, including white, pink, yellow and red varieties. Also Aquatic Plants for pools. They may be seen at our Reading Road place.



Hardy Water Lily

PEONIES

Every garden should have a few of these lovely plants. In recent years the single varieties have been very much in demand on account of the lasting quality for cut flowers. Peonies may be planted in Spring or early Fall. Plants quoted are strong divisions. They should not be expected to bloom the first year.

SINGLE

L'Entinzelante. Red.....	\$1.50	Ohirama. Carmine.....	\$1.50
Nymphe. Flesh pink.....	1.00	Rosy Dawn. Bluish white.....	1.00
Yesso. White.....	1.00	The Moor. Purple garnet.....	2.50
Fusyama. Flesh pink.....	1.00	Soshi. Dark red.....	3.75

DOUBLE

Suzette. Rose.....	\$1.00	Baroness Schroeder. White.....	\$0.95
Albert Crousse. Salmon.....	.75	Eugene Verdier. Pink.....	1.00
Sarah Bernhardt. Pink.....	.95	Naomi Demay. Pink.....	1.00
Edulis Superba. Pink.....	.75	Elie Chevalier. Rose.....	1.50
Madam Duce. Mauve-rose.....	.75	Kelway's David. Pink.....	5.00



L'Entinzelante



Nymphe



Edulis Superba



Baroness Schroeder



LANDSCAPE SERVICE

Everyone desires to have his home grounds as beautiful and useful as possible. This requires expert planning.

This applies to the small home surroundings as well as to the large estates. Natorp's trained organization offers you the following services:

Planning, Planting, Construction of Lawns, Walks, Steps, Pools, Fireplaces; in fact, everything that is needed to provide for fullest enjoyment of your home.

We offer you complete **tree service**, including spraying and trimming and planting of large trees. Our equipment is modern and complete and we are in a position to give speedy service.

We will be pleased to give you an estimate on any service you desire. Call Jefferson 1375-6 and one of our trained representatives will call without obligations.

Free

with each order of nursery stock we will furnish small booklet explaining how to plant, trim, spray and maintain planting

The W. A. Natorp Co.
Cincinnati

Main Office and Sales Ground
4400 READING ROAD

Nurseries and Sales Ground
MONTGOMERY ROAD, KENWOOD